

CALIFORNIA CREATIVITY FORUM

Executive Summary
An Initiative of the California Arts Council
January 23, 2002

California



Arts Council

Co-Chairs
First Lady Sharon Davis

Harold M. Williams, President Emeritus
J. Paul Getty Trust

Steven J. Fogel, Chairman
California Arts Council

August 1, 2002

Dear California Creativity Forum Members:

It is our pleasure to present the Executive Summary of the San Francisco Regional California Creativity Forum meeting held January 23, 2002. (The transcript will be available on the CAC website).

Governor Davis and First Lady' Sharon Davis' leadership and commitment has been the catalyst that has allowed for extraordinary expansion of arts education K-12 in California in the past two years. There has been a sea change in public and private attitudes towards the value and positive impact of the arts to the education and job preparedness of our youth, and specific, concrete actions including the State Board of Education's adoption of the Visual and Performing Art Standards—advancing the Governor's objective of inclusion of arts into the education matrix have occurred. On virtually every front, we are witnessing substantial progress in this arena: expanded community partnerships, increased strategic planning, greater community involvement and commitment, expansion of programs to train teachers, integration of arts into the curriculum, artists in residencies, number of schools and districts impacted, and creation of rigorous evaluation measurement tools.

This dramatic movement towards the ultimate full acceptance of the arts as a designated core curriculum subject has been the result of countless organizations and individuals' tireless efforts. Your role as a member of the Creativity Forum has been invaluable in the overall effort to effect the changes at hand.

While there remains much still to do as communities throughout the state move towards implementation of the standards, designation of the arts as a core subject, and securing funding for facilities, resources and teacher/artist training, there is a growing optimism that we can successfully ride expanded momentum brought on by increasing success.

Plans are underway to convene a Forum meeting in the spring in Los Angeles that will inventory and focus on the successes throughout the state, and how those models can be replicated in communities at varying stages of advancing arts education.

Thank you again for your support and commitment.

A handwritten signature in dark ink, appearing to read 'S. Fogel', with a stylized, cursive-like flourish.

Steven J. Fogel
Immediate Past Chair, California Arts Council

CALIFORNIA CREATIVITY FORUM
EXECUTIVE SUMMARY
OF THE
SAN FRANCISCO REGIONAL FORUM MEETING
WEDNESDAY, JANUARY 23, 2002

INTRODUCTION

In January 2001, Sharon Davis, the First Lady of the State of California, and Co-Chair of the California Creativity Forum (together with Steven Fogel, immediate past Chair of the California Arts Council and Harold William, President Emeritus of the J. Paul Getty Trust), suggested that the California Creativity Forum visit different regions of the state to hold Forums on arts education and creativity. The Forum's charge was to organize regional presentations that would include county supervisors, school board members, school superintendents, teachers, teachers unions, PTAs, artists and civic and community members.

A regional core committee was created to organize a one-day event to focus on implementation of the new Arts Content Standards, adopted by the State Board of Education in January 2001. The California Arts Council (CAC) would serve as the facilitator to help create regional partnerships.

The San Francisco Regional Task Force first met in June 2001. The members were to review a study entitled "The ARTS for Every Child in San Francisco" and then focus on:

- researching arts education programs in area schools;
- building a coalition between the city,

the county, the school district and the arts community;

- organizing a day of testimony and presentations on the arts from all segments of the community; and
- proposing a process by which SFUSD could have arts education for every child, in every class, at every grade K-12.

(San Francisco Regional Forum Task Force Members are listed in Appendix I.)

The outcome of the Planning Group's efforts included:

- Committee members re-instituted the San Francisco Arts Education Task Force and drafted an action plan that would be a cooperative effort between the SFUSD and the San Francisco Arts Commission to achieve the goal of arts education for every child, in every class, at every grade K-12.
- Committee members met with the San Francisco Funders Collaborative to seek \$1 Million to bring arts education in San Francisco middle schools up to the State Standards.
- Committee members met with San Francisco supervisors and school board members to bring them up to date on the efforts of the committee.
- A January 23rd meeting agenda was drafted, and the meeting site set in the Forum room at the Yerba Buena

- Center for the Arts.
- Letters of invitation were sent to all arts organizations in San Francisco, to all schools, to businesses and to state, county and city government officials.

SUMMARY REPORT JANUARY 23, 2002

MORNING SESSION

California Creativity Forum Co-Chairs, Harold Williams and Steven Fogel welcomed those present and stated the purpose of the day:

- 1) To hear testimony on what programs are currently in place, and what systems and procedures are being developed in San Francisco for arts education
- 2) Discuss how the California Creativity Forum can be of assistance in helping achieve the objective of imbedding sequential arts education into San Francisco schools starting from kindergarten through grade 12 that would implement the state standards, and
- 3) Discuss how best to secure a funding stream that assures arts education will be imbedded in, and be an integral part of, the fundamental education of every child within the San Francisco Unified School District.

(California Creativity Forum Members and Regional Task Force Members present listed in Appendix II.)

REPORTS

Barry Hessenius

Director of the California Arts Council

Mr. Hessenius reported that:

- Direct and indirect funding of arts organizations' education programs in the San Francisco area in 2000 and 2001 from the California Arts Council (CAC) amounted to \$5.4 million that was granted to 72 city-based arts organizations and 31 artists.
- The CAC has published a nationally acclaimed compendium of the most recent research in support of arts education to academic performance, skills enhancement, and job preparation in the new global marketplace. ("An Artist in Education Research Compendium.")

He also announced the launching of the "Concerned Californians for Arts Education" online petition drive, a campaign to garner 100,000 California Voter's signatures in support of the principles of the value of, and need for, arts education for every California child.

Susan Hammer

Vice President, State Board of Education and former Mayor of San Jose

Susan Hammer detailed a recent county-wide arts survey where the question "Do you think that arts education is a value to all students?" received the only unanimous response of "yes." Ms. Hammer advised that arts education would always be at risk until it is integrated in each school's curriculum, and becomes "institutionalized."

Ms. Hammer reported on "Creative Education," a new program of Cultural Initiatives - Silicon Valley. The program

provides grant assistance and professional development to 165 elementary schools in 21 districts throughout Santa Clara County. Each district is required to adopt an arts policy and standards, and encourage the state arts content standards. A collaboration with 27 different local art organizations, the goal is for 90% of elementary schools to have at least weekly art instruction. Collaboration between schools and local art organizations is critical to the success of the program due to the fact that there are not nearly enough teachers that are trained, and prepared, to teach the arts.

Patty Taylor

Former Visual and Performing Arts Consultant, California Department of Education

Ms. Taylor noted the five reasons why the Visual and Performing Arts Content Standards as adopted by the California State Board of Education, are important: 1) they are agreed upon values -- they demonstrate what is valued in arts education, 2) they reflect what artists need to know to be able to make art in K-12, 3) they help define a sequential curriculum, 4) they demonstrate cognitive and creative thinking, and 5) the standards provide accountability.

Standards make explicit what is being taught in arts education, so parents know what their children will learn, and students know what is required of them. Standards make evident the multi-faceted cognitive and creative thinking process that is required in the arts. In studies like English, students are reading, writing, and developing their vocabulary. In arts education the standards require that students get in touch and get involved, and ultimately learn more through creative involvement.

Copies of the Visual and Performing Arts

Content Standards are available through the California Department of Education.

Keith Morrison

Dean, College of Creative Arts, San Francisco State University

Dean Morrison offered that the current challenge is to fund the arts to meet the creative challenges of today's world. He noted that today's creativity comes through computer science/technology, and the arts use these tools as much or more than other disciplines. Today's artists need to understand the computer, and use it as a tool -- equal to learning how to use a pencil or a brush.

Dean Morrison stressed that society needs to recognize this development from grades K through 12, and emphasized that art is not a social function, but is a profound tool of creativity that artists use, and people who are non-artists also use. He encouraged participants to continue to pressure legislators to fund the arts at the lowest grade level in recognition of the much broader base that art serves.

His remarks were followed by questions on funding and teacher preparation from Co-Chair Williams. They agreed that the fact that students graduating as teachers without receiving proper arts education training should quickly be remedied, and that the funding for arts education, for future arts educators, should share equally in the funds that are available for all teacher training.

Nicolas Watry

President & Founder, Watry Design Group, a Structural Engineering and Architecture Firm, and President of the Engineers Alliance for the Arts

Mr. Watry spoke about "The Engineers'

Alliance for the Arts,” an organization he helped found ten years ago. In the early years monetary support was given directly to arts organizations until recently when they noticed a lack of interest among students to go into the discipline of structural engineering. Last year the Alliance piloted a program called the “Student Impact Project” where members gave more than 100 hours to classroom instruction in structural engineering.

This year the program will enter six schools, four in San Francisco, one in Walnut Creek and one in Redwood City. The goal is to expand the “Student Impact Project” across the state, with the ultimate goal of growing into a national program. They also hope it will serve as a model to other professionals to encourage them to go back to the classroom and support high school arts programs that will better prepare students for their chosen fields.

The morning session complete, Co-Chair Williams summarized it with the following points:

- 1) The testimony presented during the morning session was impressive, but noted that although all children are not going to become artists, each child must be given the opportunity to benefit substantially from arts education and the opportunity to benefit substantially from arts education and the creative learning tools that it affords.
- 2) The development of the standards is a sea of change in the importance of arts education, as is the recognition of the importance of arts education in educating our children.
- 3) An enormous debt of gratitude goes to Vicki Reynolds and Susan Hammer, on the State Board of Education, for their masterful

work in helping achieve the adoption of the Standards.

A lunch break was taken at 12:00 p.m.

AFTERNOON SESSION

First Lady of the State of California Sharon Davis

The First Lady stated that in the past three years extraordinary accomplishments in arts education have been made throughout the State. The most impressive, she noted, is an Arts Council program that “really brings artists into the schools. What that translates to is 2,000 artists in the schools training 3,000 and touching the lives of more than 5,000 students.”

The First Lady concluded her statements saying “We see the investments that we make in education and in the arts as just that, an investment in the future. We know you’ve heard from the experts, you know firsthand ... that children do better in school when they have access to the arts.”

She applauded the CAC for bringing the California Creativity Forum into regions throughout the State to grow support for sustainable arts education programs.

Dr. Arlene Ackerman Superintendent, San Francisco Unified School District

Dr. Ackerman stated, “As a parent, a former teacher, a principal and now a superintendent of schools, I have been a supporter of the arts for a very long time. It is clear to me in all of my experiences that it’s impossible, and I do mean impossible, for a child to have a quality K-12 education that does not include the arts as a core part of the curriculum; and I do mean that, not an

add-on, not an enrichment, but a core part of the curriculum.”

She continued in saying that, “It is clear to me that arts education does promote learning, creativity, skills and expanded knowledge that I believe has an overall positive impact on student achievement.” And that “It is also clear that the standards that we’ve developed for arts education now serve as guideposts in all of our arts classrooms across the district.”

Dr. Ackerman concluded by saying that “We realize that there is still much we can do to ensure sustainable funding for the arts in our schools, and we, at San Francisco Unified are committed to working with the arts advocates to expand our current art programs...”

Co-Chair Williams asked how the arts would become a core part of the curriculum and what path needed to be taken to ensure that the arts will be a core part of the funding as well.

Superintendent Ackerman responded by saying, “...everyone understands that arts are a core part of the curriculum” and “that we have a strategic plan that puts arts as a part of the core curriculum.” She stated that “We’ve also asked every site, in their site plans, their academic plans that they develop every year, to have arts goals and to have arts activity...as a part of the curriculum.”

Regarding funding she commented that, “...we’ve done some things, and we’re going to have to continue to push for them. And we’re going to have to find ways to make sure, again, that there’s funding, adequate funding, in our budget for it (arts education).” The current action supporting

arts education is an Arts Task Force Plan that plans to make adequate funding for arts education a reality over a period of time.

Forum and State Board of Education Member Vickie Reynolds asked if, in terms of the funding from the existing budget, there is good, strong support from school board members?

Superintendent Ackerman responded by introducing Jill Wyns, President of the Board of Education, and Commissioner Dr. Dan Kelly who are both very active and supportive, and are working on ways to make strong city support happen within the district.

Forum Member Reynolds noted that reaching out to local school boards to give them the final say in designing budgets at the local, grass-roots level, might be an idea.

Co-Chair Williams pointed out that we don’t say, “we’ll teach math if we have some extra money.” Thus, if arts education is a part of the core curriculum it should have its share of existing funds. He suggested the arts community might do two things:

- 1) provide some funding support on an interim basis until permanent funding is provided - and until permanent funding is provided the arts will still be considered an “add-on”, and
- 2) the arts community should be gearing their activities to be supportive of what the school district should be doing to implement the strategic plan and to implement the Standards.

In summary, he believes that arts standards should be an equal level of priority, and the school board should provide the leadership

for the implementation of the Standards, and ultimately, the funding to implement the Standards.

First Lady Sharon Davis, offered that one of the programs the CAC was progressing with, funded by the \$10 million budget augmentation, was an evaluation of arts education in all school districts throughout the state. She noted that when the evaluation can “show quantitatively, not just anecdotally, but quantitatively, that students do perform better throughout their academic career” we will have “...a strong story to tell, to people who are looking just at the fiscal part of the budget.”

Carol Kocivar

Chair, Sustainable Funding for School Arts and Music Task Force

Ms. Kocivar referenced the report “The Arts for Every Child in San Francisco” and it’s finding that the arts have great community support, that there are very generous parents, arts funders and foundations in San Francisco, and that the City had stepped in and saved arts programs for the elementary schools. She said that there is great support for the arts, except when addressing a quality sequential arts education for every child, in every class, in every grade... To this end there is not sufficient, sustainable funding for necessary programs.

The study addresses facts such as not having enough teachers, not enough supplies, not enough musical instruments, not enough field trips and not enough artists-in-residences to support programs that would meet the Standards. In the elementary schools there are no certificated arts teachers. Music programs are brought in, but there are no certificated music teachers in grades K-3. In the middle schools there

is not enough music and visual arts, and in some high schools music is not offered at all.

With these statistics in mind, Ms. Kocivar related that the San Francisco Unified School District is currently spending \$90-\$95 per student when adequate spending would be \$200 a child.

The short-term goals of the task force are to:

- 1) ensure that the city continue to fund the elementary school programs,
- 2) work with the community and arts funders to create a match that will upgrade middle school programs and
- 3) to continue the advocacy at the state and national levels, since the new federal education act included the term “arts” in its definition of core curriculum.

Ms. Kocivar concluded that the first goal of the Task Force is to create an action plan for San Francisco schools that brings arts education programs up-to-date and includes a proposal for sustainable funding.

A question was raised by Forum Member Jan Domene regarding another arts education action plan to which Carol Kocivar replied that the California State PTA, working with the California Alliance for Arts Education, has created a template that will help school districts throughout California look very carefully at where they are at, and where they want to go. The results will then be shared with policy makers, school board members, California Creativity Forum Members and others. It will provide a clear picture of arts education needs throughout California.

In regard to the issue of teacher training, First Lady Sharon Davis requested CAC Deputy Director Paul Minicucci to speak about the California Arts Project.

Mr. Minicucci, also a member of the California Arts Project Oversight Committee, described this new and very unique teacher training program which is housed at ten UC and SCU sites throughout the state. This arts education program attracts the largest number of teachers, second only to Language Arts.

Co-Chair Williams commented on the fact that to some extent arts education will be taught by general education teachers with assistance from art specialists, and offered that this may not be as good a model as having special art teachers available full time. He asked how dedicated the San Francisco Unified School District is to arts trained instructors.

**Dr. Dan Kelly
San Francisco Board of Education
Commissioner**

Dr. Kelly responded that, over the past ten years, the Board passed a resolution for elementary arts education in the amount of \$600,000 and they made the decision not to hire arts teachers, but to use professional artists to teach. Currently, through the San Francisco Children's Initiative, the city sets aside a percentage of the city budget for children's programs and the School District applies for a \$600,000 matching grant for the elementary school arts programs. The School Board also established a middle school for the arts and a high school for the arts. They have new elementary schools for the arts and have put additional money into classroom materials.

Dr. Kelly suggested that it would be nice if

Sacramento Legislators reinstate the Vehicle License Fee, \$50 per citizen, with the increase possibly going to arts education. This is just one idea of many options that might be pursued. He suggested that, when people meet about arts education, policy and funding, that it is important to realize that everything is not complete, but that a foundation is being built, and everyone in the community needs to help build the foundation and move a plan forward from that point.

**Sophie Maxwell
Member, San Francisco Board of
Supervisors**

Supervisor Maxwell spoke about the importance of looking at budgets for the arts differently, and to look at policy not just in dollars and cents. She views the quest for sequential arts education as a campaign, not just dollars, but about people to people contact. She noted that people will be willing to do anything if it's for their children, and if it's for a better life for everyone.

She also stated that the Forum ought to go further to involve people of all ethnicities. To bring people in and be inclusive, to broaden the communication about arts education, and summarized that "...once the people start talking and walking the money will come."

**Francis Phillips
Senior Program Officer, Walter and Elise
Haas Fund**

Ms. Phillips spoke about her work with the Arts Education Funders Collaborative. The Funders Collaborative in San Francisco is unusual in that it really encourages schools to let The Funders Collaborative know what needs to be done and to have arts

programming infused in their schools from the beginning.

She pointed out that the Collaborative brought together the arts commission, the district, and foundations to discuss the best approach for improving arts education. They discovered that teachers who did not have much exposure to the arts felt very uncomfortable in teaching arts (“like the fabulous Bratt Sisters do”) in their classrooms. To this end the Collaborative decided to develop a program where all teachers would be able to feel more confident and comfortable with needed teaching tools. Also, they found that schools needed more money, so they initiated publications, teacher training and mini-grants. In nine years, more than \$1.4 million has been dedicated to the elementary schools and they are just starting another four-year plan with a budget of \$1.8 million.

Ms. Phillips then offered a challenge from the Walter and Elise Haas Fund of \$100,000 that would go towards improving the arts programs at the middle school level. The challenge match will be \$150,000.

Co-Chair Williams thanked her for offering the very important challenge match. He concluded the afternoon session presentations and called for public input.

The following testified before the Forum as part of the proceedings public input:

Don Harris ~ Principal of the San Francisco School of the Arts
Safi Wanarobi ~ Visual Artist
Jill Wynn ~ Chair, San Francisco School Board
Rodessa Jones ~ Performing Artist
Darlene Lau ~ Principal of

Redding Elementary School
Alma Robinson ~ Executive Director of California Lawyers for the Arts
Marsha Kimmel ~ Theatre Artist
Sheri Rosenberg ~ President of the San Francisco PTA
Mora Nomali ~ Bay Area Video Coalition
Ron Goldman ~ Arts Advocate



CONCLUSION

Mr. Williams

Forum Co-Chair brought the Forum to a conclusion by saying, “When I hear this program today, and I hear the wonderful statements from the board of education, from the community, I say you’re on the verge of something wonderful, and it’s going in the right direction. But I can’t help but feel that there’s a next step there some place to really get closure on this whole thing. You’ve got the pieces, and I can’t understand why it isn’t there yet, with this dynamic and wonderful community, with all the commitment I hear. With all due respect to what you’re saying, to what you’re doing, you’re on the verge of something wonderful, and you could be the model for the state. So please put it together.”





The San Francisco Regional Forum Task Force summarized the day's events as an overall productive day with the following outcomes:

- For the first time key players were in the same room at the same time, listening to each other.
- The eight months needed to plan the San Francisco Regional Forum brought an arts education coalition together that had not been a cohesive working group in the past.
- The Forum gave visibility and focus to arts in education, and highlighted the need for a solid transition to accomplish the standards from K - 12.
- The announcement of the new San Francisco Arts High School was well timed (following the January 23rd Forum Superintendent Ackerman announced the permanent site for the San Francisco Arts High School.)
- The highlight, and most productive piece of the Forum, was Frances Phillips' offer on behalf of The Haas Fund to provide \$100,000 challenge to raise \$150,000 in matching funds to help raise arts programming at the middle schools to the new standards' level.
- The arts community, led by the San Francisco Arts Commission, needs to develop a continuing strategy to work with the San Francisco Unified School District.
- A local person "of power" needs to be behind the scenes to enforce continuation of forward movement after the regional meeting is over.
- The deliberations leading up to the Forum provided good information to help the "re-energized" San Francisco Arts Task Force produce a strategic plan.
- Forum discussion led to the thinking that the Board of Education should provide the means for professional development for teacher training.



APPENDIX I

Members of the San Francisco Regional Task Force for the California Creativity Forum

Karen Ames, Director of Communications, San Francisco Symphony
Rachelle Axel, Co-Chair & Arts Education Officer, San Francisco Arts Commission
Gail Baugh, President, Friends of School of the Arts Foundation
Brenda Berlin, Co-Chair & Director, Young Audiences of San Francisco
Sally Ann Davis, Manager, Arts Education, California Arts Council
Steve Fogel, Chair, California Arts Council
Roseline George, Member, California Arts Council
Chris Hellman, Board Chair Emeritus, San Francisco Ballet
Barry Hessenius, Director, California Arts Council
Arthur Jacobus, CEO, San Francisco Ballet
Carol Kocivar, Education Advocate, California State PTA
Christine Murray, Board Member, SFMoma
Rich Newirth, Executive Director, San Francisco Arts Commission
Frances Phillips, Senior Program Officer, Walter & Elise Haas Fund
Camille Olivier-Salmon, San Francisco Arts Education Project
Sherrie Rosenberg, President, San Francisco PTA
Sally Ann Ryan, Supervisor of Visual and Performing Arts, San Francisco Unified School District
Naomi Sheridan, Co-Chair & Executive Director, Leap
Lindsay Shields, Forum Facilitator & Director, California Cultural Resource Services
Gina Snow, Public Information Officer, SFUSD
Susan Stauter, Production Director & Artistic Director, Secondary Schools, School of the Arts
High School
Kathy Truett, Site Manager, San Francisco Unified School District Child Development Program



APPENDIX II

California Creativity Forum Members present on January 23, 2002

Co-Chairs: Sharon Davis, First Lady of the State of California
Harold M. Williams, President Emeritus, J. Paul Getty Trust
Steven J. Fogel, Immediate Past Chair, California Arts Council
Members: Mary Bergen, President, California Federation of Teachers
Jan Harp Domene, California State PTA President
Roseline George, Member, California Arts Council
Susan Hammer, Vice President, State Board of Education
Barry Hessenius, Director, California Arts Council
John Hughes, CEO, Rhythm & Hues
John Kreidler, representing Harry J. Saal, President, Cultural
Initiatives - Silicon Valley
Al Maitland, CEO, California Assembly of Local Arts Agencies
Dave Master, La Bounty Chair, College of Education
Interdisciplinary Studies, Cal Poly, Pomona
Vicki Reynolds, Member, State Board of Education
Julie Song Rodriguez, representing Secretary for Education,
Kerry Mazzoni



APPENDIX III

California Creativity Forum Members

Co-Chairs

Sharon Davis, First Lady of the State of California
Steven J. Fogel, Chair, California Arts Council
Harold M. Williams, President Emeritus, The J. Paul Getty Trust

Members

Wallis Annenberg, Annenberg Foundation
Mary Bergan, President, California Federation of Teachers
Rick Blangiardi, Station Group President, Telemundo KVEA
Willie Brown, Mayor, City of San Francisco
John Burton, Speaker Pro Tempore, California State Senate
Lillie Campbell, President, Association of California School Administrators
James Catterall, Professor of Education, University of California, Los Angeles
Dennis Collins, President, The James Irvine Foundation
Beverly Cook, Secondary Vice President, United Teachers of Los Angeles
Gordon Davidson, Artistic Director/Producer, Center Theatre Group
Sharon Scott Dow, Legislative Advocate, California Teachers Association
Delaine Eastin, State Superintendent of Schools, State Board of Education
Rosaline George, Member, California Arts Council
Terry Givens, Chair, California Alliance for Arts Education
Michael Greene, President & CEO, National Academy of Recording Arts & Sciences
Bruce Davis, Chair, California Assembly of Local Arts Agencies
Susan Hammer, Vice President, State Board of Education
Jay T. Harris, Editor, San Jose Mercury News
Chris Hellman, Chair Emeritus, San Francisco Ballet
Robert Hertzberg, Speaker of the Assembly, California State Legislature
Barry Hessenius, Director, California Arts Council
Bonnie Hill, Senior Vice President, Communications & Public Affairs, Los Angeles Times
Jeff Horton, Immediate Past President, California School Board Association
John Hughes, CEO, Rhythm & Hues
Joanne Kozberg, President & CEO, The Music Center
Steven Lavine, President, California Institute of the Arts
Cecelia Mansfield, Vice President for Education, California Parents and Teachers Association
Dave Master, Educational Consultant
Kerry Mazzoni, Secretary for Education, State of California
Lavonne McBroom, President, California State Parent Teachers Association
Jack Meyers, Deputy Director, Getty Grant Program
Kathleen Milnes, Senior Vice President, Public Affairs Entertainment Industry Development Corporation
Janice Pober, Vice President, Corporate Affairs, Sony Pictures Entertainment
Kim Polese, Chairman, Marimba, Inc.
Vicki Reynolds, Member, State Board of Education
Roy Romer, Superintendent, Los Angeles Unified School District
Beverly Ryder, Corporate Secretary & Director of Educational & Community Outreach, Southern California Edison

Harry J. Saal, President, Cultural Initiatives
Senator Jack Scott, Chair, Silicon Valley Joint Committee on the Arts
Mark Slavkin, Vice President Education, Los Angeles County Music Center
Jimmy Smits, Founder, c/o Felix Sanchez, National Hispanic Foundation for the Arts
Daniel Stern, Actor, Director, Honorary Membership Chairman, California State Parent
Teachers Association
Roselyn (Cissie) Swig, Founder, ComCon
Michael Tilson Thomas, Music Director, San Francisco Symphony
Jack Valenti, President & CEO, Motion Picture Association of America
Andrea L. Van de Kamp, Senior Vice President & Chairman of West Coast Operations, Sotheby's
and Chair, Performing Arts Center of Los Angeles County
Chris Vroom, Founder, Arts Council
Anita Woerner, Manager, Studio & Government Affairs, Paramount Studios

Facilitators

Sally Ann Davis, Manager, Arts in Education, California Arts Council
Lindsay Shields, Director, California Cultural Resource Services